

# First Call Medical, Inc.

Hybrid Offering	
<b>Brief description</b>	First Call Medical combines diagnostic equipment for patients with a web-based interactive tool for physicians to review patient's transmitted EKG data and share it with other physicians or emergency care providers around the globe.
<b>Hybrid offering's industry</b>	Medical equipment
Company details	
<b>First Call Medical, Inc.</b> <a href="http://www.fcminc.com">www.fcminc.com</a>	First-Call Medical is an independent diagnostic testing facility based in Billerica, Massachusetts. The company offers diagnostic equipment to assist physicians and hospitals nationwide in the assessment and treatment of the cardiac patient.
<b>Company's industry</b>	Medical equipment
<b>Country of origin</b>	USA
Dimensions	
<b>Product dimension</b>	The company offers endorsed devices for holter, cardiac event, blood pressure and pacemaker monitoring.
<b>Service dimension</b>	At <a href="http://www.EKGreport.com">www.EKGreport.com</a> and <a href="http://www.holterreport.com">www.holterreport.com</a> referring physicians can access and review their patient's transmitted EKG data and share it instantly with other physicians or emergency care providers anywhere on the globe. On its website, the company also offers case studies, diagnosis codes, and billing codes.
<b>Other links</b>	<a href="http://www.ekgreport.com">www.ekgreport.com</a> , <a href="http://www.holterreport.com">www.holterreport.com</a>
Other Crucial Dimensions	
<b>Community as service</b>	No
<b>Target market</b>	B2B
<b>Revenue model</b>	FCM bills the patient's insurance for the equipment while the physician will bill for the professional component of the procedure. For patients without insurance, FCM makes arrangements to bill patients directly for the service (payment plans are available).

## Images

Product dimension



Service Dimension

The screenshot shows the EKGreport.com website. At the top, it says 'EKGreport.com First Call Medical Inc. (800) 274-5399'. Below that, there's a 'Services' menu with options for Cardiac Event Monitoring, Holter Monitoring, and Pacemaker Monitoring. A login form is visible with fields for 'User Name' and 'Password'. Below the login form is a 'Forgot your Password?' link and a 'VeriSign Secured' logo. The main content area features a 'FIRST-CALL MEDICAL THE CALL THAT SAVES...' logo and a section for 'CARDIAC EVENT MONITORING Case Study Two'. The case study text describes a 13-year-old girl with a rapid heart rate and includes two EKG waveforms. The first waveform is labeled 'Nov 19' and the second is labeled 'Nov 21'.